



Case Study Cunard Cruises

Finecast's innovative targeting delivers strong results across key brand metrics



12%

increase in
aided brand
awareness

72%

are likely to buy
from Cunard
in the future

57%

went online for
more
information

Background

With a history that stretches back over 180 years, Cunard sets and consistently raises the bar on luxury ocean travel. In the mid-20th Century, during cruising's "Golden Age," some of the biggest names in Hollywood frequented Cunard's ocean liners, and like the celebrities who travel with them, Cunard is an icon of refinement and luxury.

With such history, and a fourth ship joining their fleet, this client was eager to rebound from the challenges of the COVID pandemic and come back stronger than ever. They turned to Finecast and the power of addressable TV to meet this challenge.

Challenge

Cunard's key business challenge was to be the cruise line of choice during this highly competitive period for the travel market. Following the global pandemic, there's been a resurgence in the travel sector, but that comes with increased competition in the market. In order to cut through the noise, Cunard's marketing objective was to increase awareness and drive re-appraisal amongst their relevant target audience and increase the likelihood of using Cunard as a preferred holiday company.

Approach

Cunard partnered with Finecast to identify and reach their optimal target audience via addressable TV. To accomplish this, Finecast customised their audience profile using data from YouGov which was then mapped to the highest indexing Experian & Acxiom targeting segments. Finally, we overlaid aggregated and anonymised data from Mastercard's 'Cruise Travel' transactional segments to focus on the most receptive audience possible for Cunard, maximizing impact and minimising wastage.

To measure this campaign's success, Finecast created a brand uplift study, powered by Kantar Profiles, especially for Cunard. Participants were screened to confirm they met the study criteria and ensure that the results of the study would be valid and reliable. Then suitable participants were separated into either the Exposed or Control Groups using a combination of brand awareness and ad recall questions.

As you'll see in the next section, the Exposed group, who recalled seeing Cunard's ad as part of their normal, organic TV viewing habits (i.e. viewers who were targeted and served the ad by Finecast) scored Cunard higher/more favourably in every category than those who were in the Control group and who only viewed Cunard's ad as part of the measurement study.



Results

Through this campaign, Finecast once again demonstrated the power of targeted, addressable TV advertising.

The effect of Cunard's ad was significantly greater amongst the "Exposed" group who were targeted by Finecast's Audience Selection capabilities than amongst the "Control"* group who saw the ad only as part of the measurement study.

The campaign achieved a variety of positive results:

- Aided brand awareness was 12% greater and spontaneous brand awareness was 5% greater in the Exposed group than the Control group.
- 72% of Exposed viewers said they were likely to travel with Cunard in the future versus only 36% of the Control group.
- 80% of the Exposed group felt positive about the ad, as opposed to 50% of the Control group.



- 36% of the Exposed group said they were likely to recommend Cunard to others, while less than 8% of the Control group said the same.
- 57% of the Exposed group did more research online indicating that Finecast targeted a curious and motivated market group.
- 25% of the Exposed group visited the Cunard website and a further 6% made a purchase after viewing the targeted Finecast ad showing that Finecast's targeting reached relevant and enthusiastic audiences.

“ We're really pleased with the results of this Addressable TV campaign as it helped Cunard reach the specific target audience they were looking for, and we're thrilled that the campaign drove uplifts in the key KPIs of awareness & intent.

Emily Smith, AV Lead, Wavemaker

Our solutions

Finecast is the UK's leading addressable TV business, helping brands address premium, big-screen viewers as they fragment across an expanding universe of TV platforms.

Our solutions enable advertisers to precision target viewers across multiple on demand, linear and live streaming TV environments, whilst helping advertisers address hard-to-reach TV viewers through a single access point, with standardised and independent measurement.

Want to find out more? [Get in touch here.](#)



Finecast's flagship product delivering premium broadcaster VOD inventory on the big TV screen.



Demographic data segments for qualifying target audience.



Independent 'Brand Uplift Study' powered by Kantar Profiles.



Advanced segment data for accurate customer targeting.

